

## SIERRA NEVADA ARTS ALLIANCE

### COLLABORATION WITH A MISSION

The Sierra Nevada Arts Alliance is a collaborative alliance of the county arts councils of the Sierra Nevada region. Their mission is to attract visitors to the area and sustain the lively arts communities of the Sierra Nevada, while raising awareness of the economic, educational, and social value of the arts. Members of the alliance take an active role, collaborating with tourism and cultural organizations, historical societies, museums, and agricultural interests.



The counties in the Sierra Nevada Arts Alliance are divided into six groups. From North to South they are:

#### **North Sierra**

Lassen, Modoc, Shasta, Siskiyou

#### **North Central Sierra**

Butte, Plumas, Sierra

#### **Central Sierra**

El Dorado, Placer, Yuba/Sutter

#### **South Central Sierra**

Amador, Calaveras, Mariposa, Tuolumne

#### **East Sierra**

Inyo, Mono

#### **South Sierra**

Fresno, Kern, Madera, Tuolumne

The territorial make-up of the Alliance is based upon the Sierra Nevada Conservancy, which was created in 2005.

### ORIGINS OF THE ALLIANCE

Over the course of two years, 2001-2003, the California Legislature cut funding to the California Arts Council by 94%. As a result, the Arts Council discontinued the State-Local Partnership Program, which had provided grant funds for general operational support to county arts councils.

At the 2003 Sierra Business Council Conference, an "Arts Team," including the directors of nine county arts councils situated along State Highway 49, met to discuss strategies for sustaining the arts in the Sierra Nevada. From that meeting a business plan was created for the establishment of the Sierra Nevada Arts Alliance.

### "NINE ON 49" MAP

The Alliance's first project was the creation of the Sierra Nevada Arts and Culture Map. It was initially known as the "Nine on 49" for the original nine counties that comprised the Alliance. The map promoted nine "must see" sites in each county (from Mariposa to Sierra) for visitors and residents alike as they travel along Highway 49.

When the Sierra Nevada Conservancy was created in 2005, both the Alliance and the map were expanded to include all 22 counties embraced by the

conservancy. In 2006, the Sierra Business Council and the Arts Council of Placer County received a grant from the Compton Foundation to create a communication plan and a website for the Alliance.

## ARTS AND CULTURE CALENDAR

The arts and culture map now available on the [Sierra Nevada Arts Alliance](#) website is linked to a calendar that is searchable in a variety of ways: by region, county, city, category, date and more. Tourists and residents can easily get listings of arts and cultural events of an area they plan to visit. Listings include open studio tours, performances, exhibits, festivals, and locations of cultural interest.

The calendar is also accessible on the website of [Sierra Heritage Magazine](#). This partnership of the Sierra Nevada Arts Alliance with Sierra Heritage Magazine includes the annual publication of the Arts and Culture Magazine. A hard copy guide to arts and culture in the Sierra Nevada is inserted into each March issue of Sierra Heritage Magazine as a separate piece. It can be removed and used for planning trips, and can be distributed to locations and businesses where it may be best utilized.

The California Arts Council reestablished the State-Local Partnership Program in 2007. Although funding support for the county arts councils has resumed, it is not at the level of pre-2003 and may not be again for some time. Collaborative marketing by organizations of a region is one of the new models for sustaining organizations and serving the arts. The Sierra Nevada is rich in cultural heritage and attractions and this is an effective way to promote the area.

To obtain more information about the Sierra Nevada Arts Alliance visit their website

<http://www.sierranevadaartsalliance.org>

or contact the CAC's State-Local Partnership Program Specialist, Rob

Lautz: 916/324-6617 [rlautz@cac.ca.gov](mailto:rlautz@cac.ca.gov)

